

Rita Schmidt Sudman, Executive Director Water Education Foundation

For more than 25 years, Rita Schmidt Sudman has led the Water Education Foundation and served as the Executive Director. The Foundation is an impartial and nonprofit organization whose mission is to develop and implement education programs leading to a broader understanding of water issues and to resolution of water supply and quality problems in the West. She directs the development of *Western Water* magazine, the *Layperson's Guide* series, the Foundation's Colorado River program, public television programs on water, poster maps, tours, press briefings and school programs.

Ms. Sudman is a former radio and television reporter and producer and received her master's degree in telecommunications from San Diego State University. She has developed a television production team which has won two Emmys, several regional Emmy nominations and recently (2007) one Telly award for the Foundation's public television documentaries. She has served on numerous boards including the President's Advisory Commission on water for the University of California and the board of Water For People, an international program assisting people in developing countries to obtain safe drinking water. In the last couple of years she has received awards - the *Lifetime Achievement Award* from the Groundwater Resources Association of California for her efforts on groundwater education and the *Service to the Water Industry Award* from the American Water Works Association (AWWA) for dedication to information and education on drinking water. In 2006 she was named a "Superhero" by the California State Fair for her work on educating Californians on water issues.